

PSJ2 Exh 168

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Promotional Response of *FENTORA*

Executive Summary


Vendor: Bayser

April 08 report based on 2nd Semester 07 data



FENTORA ROI Study

- Program objectives
 - Marketing ROI database which provides actionable insights into FENTORA promotion
- Methodology
 - Promotional response model which utilizes a wide range of statistical analysis to assess the impact of Sales and Marketing promotional activities
- Project status
 - Q4 analysis and report is completed
 - Q1 analysis has been initiated with a goal of reporting on May 28th
- Next Steps:
 - Q4 07 results reported to brand team again (Andy, Suzanne, Terry) which will help generate questions for Q1 08 report
 - Q1 08 Presentation is tentatively scheduled for May 28th
 - Investigate patient level data added to database
 - Brand team provides new tactical programs which were initiated in Q1 08



First year LAO value declined



Return on Investment

Promo Combo	ROI	# of Dr
PDE-Mail-SpeakerTr-Pads-Vouchers	21.4	10
PDE-Mail-e-detail-CSP-Vouchers	16.8	16
PDE-SpeakerTr-Vouchers	16.8	6
PDE-Mail-SpeakerTr-Vouchers	16.1	12
PDE-Vouchers	13.8	79
PDE-Mail-Vouchers	11.9	152
PDE-Mail-Pads-Vouchers	11.6	69
PDE-Mail-Pads-CSPs-Vouchers	11.2	124
PDE-Mail-CSP-Voucher	10.4	227
PDE-Mail-SpeakerTr-Pads-CSPs-Vouchers	10.0	11

Recommendation

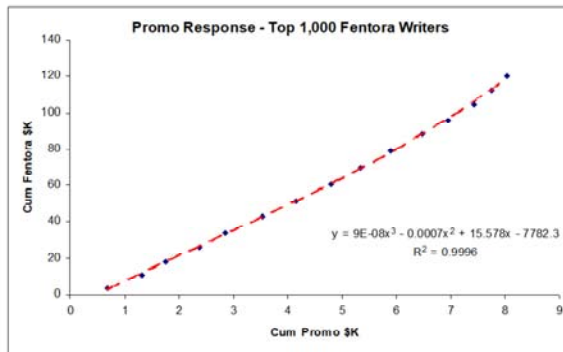
- Mkt & Sales should continue to coordinate activities because the highest ROI promo activities average 4 tactic combinations
- Consideration should be given to adding promo tactics to these physicians

- 25 different combinations of promotional activity were examined which represent 88% of the potential combinations



Top FENTORA writers (Deciles 10-3)

- Linear relationship exists between promotional spend (\$) and FENTORA sales which indicates that at this time there is no saturation for this segment.
- 45% of promo resources are directed at Top FENTORA writers and 55% are directed at activation of new FENTORA business



Recommendation

- Marketing promo database should be expanded to include patient level data in order to predict the saturation point
- If patient data is added a physician level assessment can be done to micro target this segment
- At saturation resources should be redirected to activation of new business



Activation of New FENTORA writers

Recommendation

- FENTORA currently adds 164-289 new writers* per month (2007) which as the product matures has gradually decreased
- Average time delay between PDE and FENTORA activation is 3.3 months
- The current FENTORA activation rate (hit rate) for 1 PDE is 29% and increases to 34.5% at 6 calls
 - The hit rate levels off at 10 PDEs
- The optimal promo mix for activating a physician is 4-6 PDEs and 1 CSP which activates a physician 52% of the time

- Physician activation should continue to be monitored to ensure long-term growth is not sacrificed for short-term gains

- Sales Management should be informed that 1-6 PDEs is the optimal number of calls to activate new business
- Sales Management should be informed that the optimal Promo combination is 4-6 PDEs and 1 CSP

* New writers are defined as having written FENTORA in a month and not having written FENTORA in the previous 6 months



Cephalon Speaker Programs & Vouchers

Recommendation

- 1 CSP has a 43% FENTORA activation rate
 - >1 CPS attendance the activation rate decreases to 41%-40%
 - CSPs are used 29% of the time to activate a physician and 71% of the time to grow existing writers
 - Vouchers are mainly used by current writers of FENTORA
 - 77% of FENTORA physicians that use vouchers redeem 94% of the vouchers
 - The physician activation rate for vouchers is 20% which represent 12% of the vouchers that are utilized.
- Sales Force should be informed that the highest CSP activation rate is after the first CSP and after that there is a marginal decline
 - Consideration should be given to increase CSP and Voucher usage to activating more FENTORA physicians if the tactical plan changes from the high FENTORA focus to increasing the writer base

Note – Physicians that were included in the voucher assessment had a \$300 promo ceiling

